

**ABSTRACT**

A method and system for generating a web page is disclosed. Through the use of the present invention, specific content on a web page can be prevented from being indexed by a web crawling mechanism. This is beneficial for web page users the desire 5 specific portions of a generated web page to remain private while at the same time keeping other portions of the web page available to be indexed. The present invention includes a method and system for generating a web page. Accordingly, a first aspect of the present invention is a method for generating a web page. The method includes designating content for publication on the web page and designating a specific portion of 10 the content to prevent a web crawling mechanism from indexing the specific portion.